

Additional Sign Opportunities

In addition to any permanent signs that a business may be entitled to under the Sign Ordinance the following sign opportunities are also provided.

Banner Signs

One temporary banner per business is allowed and does not require a permit. Provided it is consistent with the following criteria:

- No time limits - banner may be used for an unlimited length of time.
- Banner may be changed as often as business desires.
- Banner can be attached to the face of the building, a wall or fence, or a permanent sign.
- A business using a temporary banner sign must have a permitted, permanent sign at the location.
- Banner signs must face a street or parking lot directly adjacent to the business and are allowed to be posted in the area where a permanent sign would otherwise be permitted.
- Banner signs shall be made of durable material and shall be kept in a good state of repair and appearance.

If your building or business frontage is: Then your banner can be:

<u>Less than 50 linear feet</u>	<u>Up to 60 square feet</u>
<u>Over 50 feet and up to 100 linear feet</u>	<u>Up to 80 square feet</u>
<u>More than 100 linear feet</u>	<u>Up to 120 square feet</u>

- Shopping centers or office complexes often have additional banner regulations. Please contact your manager or landlord for regulations specific to your center.



Window Signs

Window signs are allowed and does not require a permit provided it is consistent with the following criteria:

- Signs on windows or doors or painted window signs or murals are allowed and do not require a permit. The Downtown area has additional standards for window signs in Section 8.13.2 of the Downtown Code - www.roseville.ca.us/downtownspecificordinance.com
- 16" maximum letter height
- 32" maximum length
- Greater than or equal to 20% of window
- Shopping centers or office complexes often have additional sign regulations. Please contact your property manager or landlord for regulations specific to your center.



A-Frame Signs

One A-frame sign per business is allowed and does not require a permit provided it is consistent with the following criteria:

- Size - 6 square feet per side with a maximum height of 4'.
- Acceptable materials - professional quality, no stenciled plywood or similar construction.
- Location - private property, not in public right of way, medians or sidewalks, not blocking accessible paths of travel or inhibiting sight distance for ingress or egress (note: the City reserves the right to confiscate A-frame signs on City property or in the right of way).
- Stabilization - signs shall be able to withstand wind gusts or be removed during inclement weather.
- Message - limited to advertisement of on-site businesses only.

*Additional restrictions apply in the Downtown and Historic Old Town District.

For additional information regarding signs, please go to www.roseville.ca.us/signs or call the Planning Department at (916) 774-5276





Real Estate Signs

Real Estate Signs are allowed and does not require a permit provided it is consistent with the following criteria:

- Permit - temporary real estate signs are exempt from fee, permit, and sticker provisions.
- Quantity - vacant properties shall be allowed one temporary real estate sign for properties for sale or lease.
- Real estate signs shall be removed upon sale or lease of the property.

Banner Signs

- Size - temporary banners must comply with banner sign size restrictions outlined with the Sign Ordinance Section 17.10.185.

<u>If your building or business frontage is:</u>	<u>Then your banner can be:</u>
<u>Less than 50 linear feet</u>	<u>Up to 60 square feet</u>
<u>Over 50 feet and up to 100 linear feet</u>	<u>Up to 80 square feet</u>
<u>More than 100 linear feet</u>	<u>Up to 120 square feet</u>

Freestanding Signs

- One on-site freestanding real estate sign for every 1000 lineal feet of street frontage or portion. (not to exceed 32 square feet in area and 6 feet in height per sign.)
- One off-site freestanding real estate sign for every 1000 lineal feet of street frontage or portion. (not to exceed 32 square feet in area and 6 feet in height per sign.) Is also permitted with the consent of the off-site real property owner.

Other Temporary Signs

- One searchlight may be used by a business for two weeks surrounding a grand opening event and does not require a sign permit.
- Vehicles with a business name or logo are allowed and do not require a permit.
 - Vehicle must be used as part of the business, such as for deliveries or transportation for the owner or employees.
 - Business name or logo should be painted or affixed in a permanent manner. Vehicle cannot be used to display a temporary sign (i.e., an A-frame in the back of a truck or banner sign attached to a vehicle).
- Pennants or flags may be flown and do not require a sign permit. This exemption does not apply to corporate flags or pennants bearing corporate emblems, logos or words related to the business unless flown on the same staff as a flag or pennant bearing a non-commercial image.



**Shopping centers or office complexes often have additional temporary sign regulations. Please contact your manager or landlord for regulations specific to your center.